

OFFICIAL MINUTES
McKENZIE MUNICIPAL-REGIONAL PLANNING COMMISSION
25 SEPTEMBER 2014 MEETING AGENDA
McKENZIE MUNICIPAL COMPLEX @ 4:30 PM

I. Call to Order:

Chairperson Dean Robb called the 25 September 2014 meeting to order at 4:30 P.M.

II. Roll Call / Establishment of a Quorum:

MMRPC: Dean Robb, Chair; Jill Holland, Mayor; Keith Priestley, Vice-Chair; Garlon Prewitt, Secretary; Ken Mitchum, Bobby Young, **Quorum present.**

Planning Staff Present: Shelton I. Merrell, Regional Planner, SW TN Development District

Other: David M. Kelly (Codes Officer Consultant)

Absent: Jesse Townes (Council Liaison)

Media: Brad Sam, McKenzie Banner

III. Oath of Office Reappointed Members by Mayor Holland: Dean Robb and Ken Mitchum

IV. Approval of Agenda for 25 September 2014: Reviewed. Future Land Use Map and Main Street Progress and the Walking program reports were added.

Motion by: Keith Priestley Second by: Ken Mitchum **Passed: 6-0**

V. Reading and Approval of the 28 August 2014 Minutes:

Motion by: Garlon Prewitt Second by: Jill Holland **Passed: 6-0**

VI. Reports:

A. Mayor's Report: Mayor Holland reviewed the benefits acquired by having Certified Local Government (CLG) and Tennessee Downtown status and gave examples of grants received and how those funds were distributed with participants providing a percentage of their approved project cost. Codes Officer David Kelly added the following: 1) Family Dollar Store has restarted and completed the building shell; 2) Mr. Bacerra has his stairs completed and he has a permit; 3) Casey's General Store is doing site preparation, excavation and have completed the concrete Hwy 79 driveway access with culvert work and some parking lot paving and have started the retaining wall; and 4) Magnolia Manor has secured a contractor, the required permit has been issued and the work has been restarted with underground utility work commencing recently.

B. Economic Development Report: Jennifer Waldrup: None

C. Main Street Progress: Garlon Prewitt gave a summary of the progress of the Main Street application. It is basically completed except for more letters of support from individuals and businesses, a three-year budget, and some editing. There are fifty-five pages and twenty-two attachments. Shelton Merrill gave Garlon a good e-mail address for getting the remaining city statistics. The benefits of Main Street designation were explained for the members of the commission by Mayor Holland with references to

various Tennessee cities with Main Street status, the National Main Street Affiliation and an explanation of the organization and the participation requirements of the program. (See the attached Addendum for the 4-Part Main Street Program and the 8 Principles of Revitalization)

- D. McKenzie Carroll County Walk Program Progress: Garlon stated that the walking program has surpassed its first three goals and has a fourth goal of walking both ways across USA (6,000 miles). There are about twenty full-time walkers and over thirty students who are part-time. There are three families walking together and the walker with the most mileage is a senior citizen. The commission was asked to recruit more walkers.

VII. Old Business:

- A. Any properly presented old business: **None**

VIII. New Business:

- A. Review of the Provisions Governing Flood Districts Ordinance

Shelton Merrill presented and explained the Amendment Ordinance Concerning Chapter 10 "Provisions Governing Flood Districts". The State of Tennessee National Flood Insurance Program Coordinator has requested that all flood district regulations in which have references to the now defunct Local Planning Assistance Office be readopted in their entirety. The proposed ordinance deals with 1) Parts describing the function of officers that are now defunct due to recent legislation; and 2) A section that is now defunct due to legislation.

Discussion preceded the motion to approve the proposed ordinance with a positive recommendation for endorsement by the Board of Mayor and Aldermen.

Motion by: Garlon Prewitt Second by: Keith Priestley **Passed: 6-0**

IX. Other Business:

- A. Shelton Merrill made the Commission aware that we are required to re-evaluate the "Land Use Map" at least every five years. In light of the changing conditions over the last five years, several parcels of the map, i.e. the parcels on Hwy 22 and Hwy 79, Stonewall Street and Walnut Street parcels south of Witt Street, need to be studied in order for us to make a recommendation to the City Council. The commission authorized Merrill to begin the examination process, particularly for dormant parcels and some older parcels.

Motion by: Keith Priestley Second by: Garlon Prewitt **Passed: 6-0**

X. Other Business

- A. October Agenda & Regular Planning Commission Meeting Schedule by Chair Dean Robb:

Agenda Meeting: Thursday, 9 October 2014 at 2:30 P.M.;

Regular Meeting: Thursday, 23 October 2014 at 4:30 P.M.

- XI. Adjournment:** The 25 September 2014 McKenzie Municipal-Regional Planning Commission meeting adjourned at 5:34 P.M.

Motion by: Bobby Young Second by: Ken Mitchum

Passed: 6-0

A Training Session dealing with “The Duties, Responsibilities and Authority of a Planning Commission and a Regional Planning Commission” was presented to the planning commission members by Shelton I. Merrill, Regional Planner, Southwest Tennessee Development District. The presentation fulfills a portion of the Annual Planning Commissioners Training Requirement.

Addendum: Main Street: For our review, I have added the following short version of the Main Street Process. I hope it helps. Garlon

The 4-Part Main Street Plan

ORGANIZATION: Building partnerships to create a consistent economic development and revitalization strategy.

PROMOTION: Re-establishing the community's image as a compelling place for shoppers, investors, and visitors.

DESIGN: Enhancing the visual quality and image of the community.

ECONOMIC RESTRUCTURING: Strengthening the existing economic assets of the business district while diversifying its economic base.

8 PRINCIPLES OF REVITALIZATION

1. Main Street is a comprehensive approach to downtown revitalization. It must address all the areas in which action must take place. Design improvements alone will not bring about meaningful change; effective marketing, a strong organizational base, and solid economic development strategies are all necessary to reverse the cycle of decay from which many downtowns suffer.

2. Main Street relies on quality. The quality inherent in downtown commercial architecture and in the services downtown businesses offer their customers make the downtown unique in the marketplace and give it many marketing advantages.

3. Main Street is making meaningful, long-term revitalization possible through public/private partnerships. Combining the talents and resources of both sectors brings all the skills necessary for revitalization to occur together in a unified program.

4. Main Street involves changing attitudes. Changing attitudes – demonstrating that positive change is taking place downtown.

5. Main Street focuses on existing assets. Each community is unique and each downtown has special characteristics that set it apart from all other downtowns in the country. Main Street has many assets to promote and market.

6. Main Street is a self-help program. Main Street offers a grass-roots effort of the volunteers that uses the will to succeed and the desire to work hard to bring about change.

7. Main Street's approach is incremental in nature. The Central Main Street relies on a series of small improvements that change public attitude about the downtown.

8. Main Street is implementation-oriented. By identifying and prioritizing the major issues the downtown must confront by developing programs that break down the large issues into smaller tasks.